

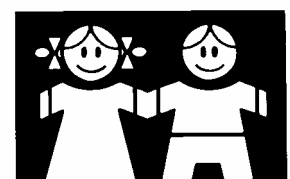
2003 Annual Report



February 2004



A program of the Louisiana Office of Public
Health & Children's Hospital



CHILDREN'S
HOSPITAL

Louisiana SAFE KIDS, Inc.

2003 Annual Report

Louisiana SAFE KIDS (LASK) began in March 1994 as a joint venture between Children's Hospital and the Louisiana Office of Public Health.

Mission: *Louisiana SAFE KIDS, Inc., a coalition of public, private and voluntary organizations, works to prevent unintentional injuries to children from birth to 14 years of age.*

Organization

In 2001, the Louisiana SAFE KIDS Coalition became Louisiana SAFE KIDS, Inc. a non-profit organization. The establishment of a Board of Directors was organized and spearheaded by Dr. Keith Perrin, President of LASK, Inc. LASK co-founders, the Louisiana Office of Public Health and Children's Hospital, are represented on the Board of Directors.

2002-2004 Board of Directors

Keith Perrin, President
Nancy Bourgeois
Daniel Conwill

Judy Harrison
Karl Hoefer
Brian Landry

Louisiana SAFE KIDS has two standing committees. The Advocacy Committee consists of over 40 organizations and private citizens (see Appendix A). Members for the Louisiana SAFE KIDS (LASK) Advocacy and Leadership Committees were recruited from state agencies and organizations, such as the Louisiana MCH Coalition, Office of the State Fire Marshal, Charity Hospital Trauma Program, Louisiana Poison Control Center, and Louisiana Highway Safety Commission, as well as community groups such as local fire department and hospitals.

Leadership Committee members in 2003:

- Louisiana Office of Public Health: Dr. Louis Trachtman, Nancy Bourgeois
- Children's Hospital: Brian Landry, Christine Perrin
- *Louisiana Chapter of the American Academy of Pediatrics: Dr. Joe Michalik*
- *Charity Hospital Trauma Program: Bridget Schumert*
- *Louisiana Children's Trust Fund: Judy Levy Harrison*
- *Louisiana Highway Safety Commission: Karen Sanders*
- *Louisiana Poison Control Center: Carolyn Lee*
- *Office of the State Fire Marshal: V.J. Bella (represented by Nathan McCallum)*
- Dr. Keith Perrin, chairman/president
- Durand "Rudy" Macklin, celebrity spokesperson
- Kerry Chausmer, SAFE KIDS executive director

In February 2002, the Louisiana Office of Public Health and Children's Hospital signed a Memoranda of Understanding (MOU), solidifying their ongoing commitment to LASK.

Children's Hospital supports LASK through staff in the Marketing and Public Affairs office. The Louisiana SAFE KIDS contact person at Children's Hospital is Melanie Theriot and the media contacts are Cathleen Randon and Phyllis Reppel.

The Louisiana Office of Public Health supports LASK by providing office supplies, support services, housing, and supervision for a full-time coordinator, Kerry Chausmer. Louisiana SAFE KIDS has a website provided and maintained by the Louisiana Office of Public Health.

Visit Louisiana SAFE KIDS at
<http://www.oph.dhh.state.la.us/injuryprevention/safekids/index.html>

Awards & Recognition

With the successful passage of a strengthened Louisiana child passenger safety law, the National SAFE KIDS Campaign recognized the hard work of the many members of Louisiana SAFE KIDS. At the annual SAFE KIDS Coordinator's conference in Washington, DC, Louisiana SAFE KIDS was selected for the **2003 Outstanding Achievement in Public Policy Award**.



At podium:

Kerry Chausmer, Exec.
Director, Louisiana SAFE
KIDS, Inc.

Seated:

Heather Paul, PhD, Exec.
Director, National SAFE
KIDS Campaign
Martin Eichelberger, MD,
National SAFE KIDS
Campaign, President and
Founder

The Charity Hospital Trauma Program selected Kerry Chausmer, Exec. Director, Louisiana SAFE KIDS, Inc. as the recipient of their **L.I.F.E** (Lowering Injuries and Fatalities through Education) award. The award was presented at their annual black tie gala called Trauma-Rama.

Local Chapters & Coalitions

Since 1994, SAFE KIDS has actively worked on recruiting and supporting local chapters and coalitions. There are three local SAFE KIDS coalitions who are affiliated with the National SAFE KIDS Campaign. These coalitions are located in Baton Rouge, Bossier (NW LA Coalition) and Lake Charles. The lead agency for NWLA SAFE KIDS changed in November to Think First of the Ark-La-Tex. Part of the state SAFE KIDS coalition, the local coalitions benefit from increased resources and opportunities from the National SAFE KIDS Campaign, such as educational materials, grants and funding to attend the annual coordinator's conference. There are specific minimum population and staffing requirements that must be met in order for National SAFE KIDS to consider a Local Coalition application.

At the end of 2003, LASK included chapters in Acadiana (Lafayette), Central Louisiana (Alexandria area), Hammond, Lafourche, Pointe Coupee, St. John and Slidell. See Appendix B for a listing of local chapters and coalitions.

In 2003, one "Locals-Only" retreat was offered to chapter and coalition members in February. It was hosted by the Baton Rouge SAFE KIDS Coalition and was held at Woman's Hospital. The retreat was used to plan for National SAFE KIDS Week 2003. An additional goal of these retreats is to help members see themselves as part of a network and encourage inter-chapter/local coalition communication and support. Evaluations show a very strong positive response. Building upon the success of the "Locals-Only" retreat, another one is scheduled for early 2004. The educational segment will deal with local chapter development.

Activities

Local chapters and coalitions participate in a number of activities, including:

- National SAFE KIDS Week
- Media Outreach
- Child Safety Seat Check Up Events
- Louisiana Passenger Safety Task Force membership (regional level)
- Helmet Observation surveys
- Local fairs and other community events

LASK provided the regular press releases via e-mail. With electronic transmission, coordinators are easily able to personalize and format their press releases. Phyllis Reppel has been in charge of distributing the press releases via e-mail to local chapters and coalitions and sending out hard copies to statewide press.

Child Safety Seats

- **Misuse**

A report of child safety seats seen at LASK and other child safety seat check up events is completed annually. The report examined the findings of the 4,779 seats/restraints checked from 1998 through 2003. Of these, 39 percent were rear-facing, 49 percent were forward-facing seats, 8 percent were booster seats, and 4

percent of the kids were in vehicle seat belts. 92 percent of rear and forward facing safety seats were not being used correctly. The complete report is available from LASK upon request.

- **License plate**

A child safety license plate was made available in September 1996. It features icons of a child in a car seat and an adult buckled up with the logo “Think SAFE KIDS” on the bottom. (see Appendix C) LASK continues to promote it in their quarterly newsletter. A promotional flyer is available upon request.



- **CPST Certification**

The LASK director (Kerry Chausmer) became a Certified Child Passenger Safety Technician-Instructor (CPST-I) in August, 1999. This credential enabled her to provide expanded child passenger safety education and assist the growing team of Certified Child Passenger Safety Technicians (CPST) with their credentialing. This certification was maintained and renewed in 2003. Louisiana SAFE KIDS participated in the following NHTSA CPS certification courses in 2003:.

- September in Lafayette
- April in Slidell
- May in Lake Charles



Lake Charles course:
May 12-16, 2003

- **Legislation**

Improved existing Child Passenger Safety Law (Act 1238) - All kids to age 13 must ride in an appropriate restraint system:

- ✓ Birth to at least 1 year **and** less than 20 pounds must ride rear-facing infant or convertible seat
- ✓ At least 1 year **and** at least 20 pounds to 40 pounds must ride forward facing in convertible or combination seat (used with the internal harness)
- ✓ At least 40 pounds to 60 pounds or at least 4 years old to 6 years old must ride in a belt positioning booster seat (backless or high backed)
- ✓ At least 6 years old or at least 60 pounds must ride using the vehicle lap-shoulder belt or belt positioning booster seat
 - A child who because of age or weight can be placed in more than one category shall be placed in the more protective category.
 - If there is an active passenger side airbag shall ride in the back seat, if a back seat is available.

Bike Helmets: sales

As in years past, high quality Bell brand bike helmets were available through LASK at discounted price of \$10 each. Some community groups are able to purchase them at cost with a minimum order of 12 helmets.

Bike Helmets: grants

As in 2002, the Louisiana Highway Safety Commission provided \$20,000 to LASK in 2003. The entire grant was used to purchase bike helmets for community bike safety and helmet educational programs. A partnership with Think First of the Ark-La-Tex, this mini-grant program was very successful, with helmets being distributed across the state by over 50 agencies/organizations. 100% of the grant money was spent on bicycle helmets, which were purchased from Bell Sports.

Newsletter

The *Louisiana SAFE KIDS News* continued to be offered quarterly. Approximately 4,500 copies per edition are printed and distributed. In 2004, the LASK mailing list will be reviewed to trim the number of newsletters mailed out. Louisiana SAFE KIDS endeavors to avoid sending out mail to people who are not interested in the program or materials.

Grants

The **Louisiana Highway Safety Commission** funded 4 programs for the 2003 fiscal year:

- 1) **Traffic Court Intervention:** This program included a video and pre- and post- testing in Orleans Parish Traffic Court C. A descriptive program summary is available upon request. - \$10,305
- 2) **SAFE KIDS Week 2003:** Funding was provided for the State Coalition and the local chapters and coalitions. - \$6,450
- 3) **Bicycle helmets:** Grant money provided to LASK to support local programs, with an additional \$10,000 to Think First in Shreveport. Programs applied for mini-grants to fund community bike safety and helmet educational programs. - \$20,000
- 4) **Pedestrian bus shelters:** In the summer of 2003, bus shelters in Orleans, Jefferson and East Baton Rouge Parishes displayed safety posters with pedestrian safety tips. The poster title was "Walk Smart". - \$30,000



The **National SAFE KIDS Campaign** funded 4 programs in 2003:

- 1) **Defeat the Heat:** Two hydration awareness events were held with the U.S. Women's Soccer Tour (New Orleans) and the Saints Summer Camp for kids (Lafayette). - \$450
- 2) **SAFE KIDS Walk This Way:** Part of a national partnership with FedEx, it was requested that LASK participate by offering a pedestrian safety event for National Walk Your Child To School Day, October 8. With support from the Kenner Police Department, the kids at A.C. Alexander enjoyed the program. - \$450
- 3) **Stop sign survey:** A survey of drivers behaviors at stop signs - \$250
- 4) **SAFE KIDS Buckle Up:** Banner Chevrolet Safety Seat Check Up event in February - \$1000

Regional Injury Prevention Coordinators

Local SAFE KIDS coordinators were encouraged to work with the Office of Public Health's nine Regional Injury Prevention Coordinators. This partnership extends from events to trainings and has been very effective and beneficial to all parties. The only OPH region without an active local chapter is Region 8 (Ouchita Parish-Monroe). In mid-2003 the state Injury Prevention Coordinator left the position. The SAFE KIDS director, who is housed in the same office, stepped in to assist with planning, programs, development and basic problem solving.

National SAFE KIDS Week 2003

In 2003, National SAFE KIDS Week (SKW) was May 3-10. The theme was "*Wrap Your Arms Around Safety*" which emphasized the role of caregivers in injury prevention.

The "*Wrap Your Arms Around Safety*" community events were based on "Games" events of years past. In New Orleans, the "Games" were held on Saturday, May 10 at City Park's Carousel Gardens with over 200 kids completing the event. Across Louisiana other "Games" events were held in local parks, schools, parking lots and shopping centers.





National SAFE KIDS Week Media

Press releases were sent to all major media outlets (print and television) for SKW. The following table details the SKW press coverage of LASK in 2003.

Media Outlet	City	Date	Topic/Title
City Business	New Orleans	4/28	SAFE KIDS Week event
Daily Comet	Thibodaux	4/30	SAFE KIDS Week event
Lafourche Gazette	Larose	4/30	SAFE KIDS Week event
Lafourche Gazette	Larose	4/30	Child Passenger Safety Event
The Times	Shreveport	5/2	SAFE KIDS Week event
Times Picayune	New Orleans	5/5	SAFE KIDS Week event
City Business	New Orleans	5/5	SAFE KIDS Week event
Daily Advertiser	Lafayette	5/5	SAFE KIDS Week survey
Alexandria Town Talk	Alexandria	5/6	SAFE KIDS Week survey
Gambit Weekly	New Orleans	5/6	SAFE KIDS Week event
Times Picayune	New Orleans	5/9	SAFE KIDS Week event
Times Picayune	New Orleans	5/9	SAFE KIDS Week event

Financial support for the Greater New Orleans SAFE KIDS Week event was received from the following agencies and corporations:

Platinum: \$1,000

- LA Highway Safety Commission

Gold: \$500

- National SAFE KIDS Campaign

Silver: \$250

- Charity Hospital Trauma Program
- AAA
- Greater New Orleans Pediatric Society
- Chalmette Refining, LLC
- SportsCare of Methodist Hospital
- State Farm

Bronze: \$100

- Chalmette Refining, LLC
- Charity Hospital Trauma Program
- Napoleon Pediatrics
- Orleans Parish Medical Society
- Bellsouth Telephone Pioneers-LifeMember Club, Westbank

In-Kind:

- M&M Entertainment
- Johnson & Johnson
- Bell Sports
- New Orleans Fire Dept.
- Office of Public Health
- Children's Hospital
- City Park
- Carousel Gardens
- More Graphics
- Clowning for Safety

Community Outreach

Committees

LASK has representation on a number of state and local committees and task forces as follows:

- Louisiana Passenger Safety Task Force (state and region)
- National Safety Council Southeast Louisiana Chapter: Traffic Safety Committee
- NORBAC (New Orleans Regional Bicycle Awareness Committee)
- Emergency Medical Services for Children (EMSC) Council – guest
- Greater New Orleans Pedestrian & Bicycle Safety Task Force - chair

Community Events

One of the goals of Louisiana SAFE KIDS is to get injury prevention messages and materials out to the community. Community events are also a part of LASK outreach. See Appendix D for a complete listing of community events.

Media

Television & Print

LASK regularly provides state and local media with information about activities and safety tips. Additional outreach includes the quarterly Louisiana SAFE KIDS News. See Appendix E for a complete listing of earned media.

2003 Press Releases

- Local Bus Shelters to Include Safety Messages (April, 2003)
- Louisiana SAFE KIDS to Focus on Prevention of Unintentional Injury During National SAFE KIDS Week: May 3-10 (April 2003)
- Local School to Benefit from National Safety Program: SAFE KIDS Walk This Way (October 3, 2003)
- Louisiana SAFE KIDS Heralds Halloween Safety (October 29, 2003)
- National Conference to Include Louisiana's Booster Seat Agenda (October 30, 2003)
- Home Safety Helps Make the Season Bright (November 2003: DHH)
- Cook Up Something Safe This Holiday Season (December 10, 2003)
- New AAP Guidelines for Poison Prevention Adopted by State SAFE KIDS and Poison Control Center (December 2003)
- Louisiana SAFE KIDS Awarded Booster Seat Law (December 2003)

A Look Ahead Towards 2004

LASK Development

Louisiana SAFE KIDS will continue to work with a planning specialist (hired with assistance from the Center for Non-Profit Management) on establishing itself as a leader in injury prevention. 2003 included work on the almost completed on a Strategic Plan, which will help guide us in 2004 and beyond.

Chapters

Louisiana SAFE KIDS will continue to work with the local chapters to ensure a strong base of participation and support. A "Locals-Only" retreat is planned for January to plan for SAFE KIDS Week. Special attention will be given to existing chapters with little recruiting for new chapters. The strongest of the local chapters, Central Louisiana in Alexandria will be encouraged to apply for Local Coalition status early in the year.

National SAFE KIDS Week 2004

The theme for National SAFE KIDS Week (May 1-8, 2004) will be ***Drowning Prevention***. Event planning and fundraising is underway for the SAFE KIDS "Games" in New Orleans for Saturday, May 8, 2004 at City Park's Carousel Gardens. Sponsors include the Louisiana Highway Safety Commission, which is supporting all local chapter and coalition events.

Public Policy

Louisiana SAFE KIDS will work to promote the new Child Passenger Safety law, Act 1238, through media outreach and a booster seat give-away event with Representative Nita Rusich Hutter.

Possible legislative initiatives for the 2004 session:

- Specifically include CPSTs in the state's Good Samaritan law
- Make it illegal and provide penalties for leaving children under the age of six unattended and unsupervised in motor vehicles

Probable Locally Based Projects

- Mardi Gras Safety
- Defeat the Heat
- Walk Your Child To School Day
- Injury Research & Prevention statewide conference in November

Appendix A

Listing of 2003 Louisiana SAFE KIDS Committee Members

(alphabetical order)

AAA Louisiana
Abney Elementary PTA – Slidell
Acadiana Safety Association (*Local Lead Agency*)
Agenda for Children
American Academy of Pediatrics- Louisiana Chapter
American Society of Safety Engineers (ASSE) (*Local Lead Agency*)
Child Death Review Panel
Children's Hospital
CHRISTUS St. Frances Cabrini Hospital (*Local Lead Agency*)
CHRISTUS St. Patrick's Hospital (*Local Lead Agency*)
Dauterive Hospital - Pediatric Dept.
Delgado Childrens Center
East Bank Consolidated Fire Dept.
EMSC/LSUHSC School of Nursing
Families Helping Families
Girl Scout Council of Southeast Louisiana
Governor's Council On Physical Fitness and Sports
Kenner Police Department
Lady Of The Sea General Hospital (*Local Lead Agency*)
Louisiana Coopoerative Extension – St. John (*Local Lead Agency*)
Life Air Rescue (*Local Lead Agency*) – NOTE: Changed to Think First in late 2003
Louisiana Children's Trust Fund
Louisiana Department of Education
Louisiana Department of Insurance
Louisiana Department of Insurance - CAIRE Council
Louisiana Highway Safety Commission
Louisiana MCH Coalition
Louisiana Office of Public Health
Louisiana Office of Public Health Bureau of EMS/Injury Research & Prevention
Louisiana Office of Public Health Children's Special Health Services
Louisiana Office of Public Health Epidemiology
Louisiana Office of Public Health Maternal & Child Health
Louisiana Office of Public Health Maternal & Child Health
Louisiana Office of Public Health Region V
Louisiana Passenger Safety Services, Inc.

(continued next page)

Committee Members, continued

Louisiana Poison Control Center
Louisiana Trial Lawyers Association
LSU Agricultural Center – St . John (*Local Lead Agency*)
LSU HSC Medical School
Medical Center of Louisiana
Napoleon Pediatrics
National SAFE KIDS Campaign
New Orleans Fire Department
New Orleans Health Department
North Oaks Health Systems (*Local Lead Agency*)
North Shore Hospital
Office of the State Fire Marshal
Partners For Healthy Babies
Society of Pediatric Nurses
St Tammany Fire Department (*Local Lead Agency*)
The Public Law Center
Think First of the Ark-La-Tex (*Local Lead Agency*)
Tulane Pediatric Cardiology
U.S. Consumer Product Safety Commission
Womans Hospital (*Local Lead Agency*)

Appendix B

Louisiana SAFE KIDS Contact List

Acadiana Chapter

Dolly Pellessier **Sharon Rue**
 c/o Ventura Foods Acadiana Safety Assn.
 PO Box 591 P.O. Box 52874
 Opelousas, LA 70571-0591 Lafayette, LA 70505
 (337) 948-6561 ext. 274 (337) 234-4640
 FAX: (337) 948-9825 F: (337) 232-5563
Dolly: DPellessier@venturafoods.com
Sharon: Sharonr@acadianasafety.org

Baton Rouge SAFE KIDS Coalition

Tiffany Voiselle
 Woman's Hospital
 PO Box 95009
 Baton Rouge, LA 70895-9009
 (225) 231-5549 ext. 3525 FAX: (225) 922-3387
 Mktam@womans.com

Central Louisiana Chapter

Susan Babineaux, CSFCH
Katherine Fontenette, OPH Reg VI
 CHRISTUS St. Frances Cabrini Hospital
 3330 Masonic Drive
 Alexandria, La. 71301
 S: (318) 483-4042 FAX: (318) 448-4904
 susan.babineaux@sfc.christushealth.org
 K: (318) 448-6970 FAX: (318) 448-4904
 kfontene@dhh.state.la.us or
 Katherine.fontenette@sfc.christushealth.org

Hammond Chapter

Melissa DePhillips
 North Oaks Community Education Dept.
 PO Box 2668
 Hammond, LA 70404
 (985) 230-5712 FAX: (985) 230-5671
 dephillipsm@northoaks.org

Lake Charles SAFE KIDS Coalition

Jo Teague
 St. Patrick Hospital
 524 South Ryan
 Lake Charles, La. 70601
 (337) 430-5160 FAX: (337) 431-7826
 Josephine.Teague@christushealth.org

Lafourche Chapter

Helene Melancon and Susan Danos
 Lady of the Sea Hospital
 200 W. 134th Place
 Cut Off, La. 70345
 (985) 632-8371 FAX: (985) 632-8323
Helene: hmel@cajunnet.com
Susan: jsdanos@hotmail.com

Northwest Louisiana SAFE KIDS Coalition

Donna Cavanaugh
 Think First
 940 Margaret Place Suite 120
 Shreveport, LA 71101
 (318) 226-0066 FAX: (318) 221-6113
 think1st@softdisk.com

Pointe Coupee Chapter

Monica Olinde
 LSU Agricultural Center
 180 East Main Street
 New Roads, La. 70760
 (225) 638-5533 FAX: (225) 638-5550
 molinde@agctr.lsu.edu

St. John Chapter

Cathy Holmes
 LA Coop. Extension - St. John Interagency Council
 PO Box 250
 Edgard, La. 70049
 (985) 497-3261 FAX: (985) 497-8474
 cholmes@agctr.lsu.edu

Slidell Chapter

Chris Kaufmann
 St. Tammany Fire Department
 554 Old Spanish Trail
 Slidell, La. 70458
 (985) 646-4387 ext. 27 FAX: (985) 646-4864
 fpchief@stfpd1.org

Appendix C

Louisiana Child Safety License Plate



Motor vehicle crashes are the leading cause of death for all children less than 15 years of age. Injuries from motor vehicle crashes result in the largest number of years of life lost before age 65 and cost more than any other childhood injury. Motor vehicle crashes account for over 40% of the total number of unintentional child injury deaths in the state. In 1999, 70 Louisiana children less than 15 years old died in motor vehicle crashes. People can make a difference by properly buckling up on every ride.

Lap/shoulder safety belts are effective in reducing the risk of death to front-seat passenger car occupants by 45% and injuries by 50%. Correctly installed and used child safety seats reduce the risk of death by 71%, hospitalizations by 67%, and minor injuries by 50%.

How do I get one?

Mail the following to:

Attn: Prestige Plate Unit
Office of Motor Vehicles
P. O. Box 64886
Baton Rouge, LA 70896-4886

1. A photocopy of the registration certificate of the vehicle on which the plate will be placed.
2. A note stating the a Child Safety license plate is being requested.
3. Contact the Prestige Plate Unit of the Office of Motor Vehicles at (225) 925-6364 with the current license plate number of the vehicle so the fee can be calculated. Credit will be given on the unused portion of the current plate.

Appendix D

2003 Outreach and Community Events

Organization or event name	Event type (exhibit, presentation, etc.)	Date of event
St Paul Baptist Church	Provided materials	March 8
East Jefferson YMCA	Provided materials	April 5
Maternal Child Services 3rd annual kids' day health	Provided materials	April 7
Farm Safety Day	Provided materials	April 11
Celebration of the African-American Child	Provided materials	April 12
Earth Day	Provided materials	April 22
Central City Coalition	Provided materials for presentation on bike safety and car seats	April 24
Naval Ambulatory Care Center	Provided materials	April 26
Children of Jude book fair	Provided materials for Gwen Lloyd: Children of Jude	May
Freeport MacMoran employee fair	Provided materials	May 21
Office of Community Resources	Provided materials	May 24
Carter Rehabilitation	Provided materials	June 7
Nunez Safety Week	Presentation on summer safety and car seats	July 8
Neighborhood Night Out	Materials for community event	August 5
Renee Gill Pratt's Back to School Fair	Worked with IRP for Safety Tic-Tac-Toe; booth on boosters and car seats	August 16
Nat'l Assoc. of Women Highway Safety Leaders conference	Presentation on basic CRS selection, LATCH, tethers	August 23
Planning for Programs	Presentation on LASK programs	Sept 2
Franklin Street Church of Christ Fair	Materials for community event	Sept 6
St. Charles Parish School Health Festival	Materials for community event – car seats, toy safety, home safety	Sept 13
Child Care Health Consultants Annual Conference	Presentations: Injury and Child Care Child Safety Seats: 101	Sept 18
St. Bernard Community Healthy Kids Fair	Materials for community event: CRS & home safety	Sept 20
Fun With Learning Book Fair	Halloween and toy safety fact sheets, Seat Belt book marks, CRS calendar	Sept 21- Oct 31
City of Sibley, LA	Halloween and toy safety fact sheets	October
Child Care Network	Copies of toy safety, Halloween safety and CRS fact sheet	October
La School Nurses Assn	Riskwatch and LASK info for conference	October
AAP conference	Worked the Car Seat Safety exhibit	Nov 1-3
Injury Prevention and Awareness Conference	Presentation on Building Injury Prevention into your Community	Nov 5
University of New Orleans	Presentation on Injury Prevention	Nov 12
LSU-S Health Ed course	Internet chat with students	Dec 4
Bogalusa Head Start	Toy safety materials for safety presentation	Dec 10
Kiwanis Club	Presentation on SAFE KIDS and local activities	Dec 10

Appendix E

2003 Print Media

(rec'd as of February 9, 2004) - 3 pages

Media Outlet	Distribution	Date	Topic/Title
American Press	Lake Charles	1/4	Bike helmets
Daily Comet	Thibodaux	1/18	Child Passenger Safety event
City Business	New Orleans	1/27	Mardi Gras safety
Baby Talk	State	Spring	Lake Charles CRS promo
Enterprise-Progress	Mansfield	2/13	Bike helmet program
Crowley Post-Signal	Crowley	2/16	Home safety
Times Picayune	New Orleans	2/18	Bike helmets
Clinton Watchman	Clinton	2/20	Rural Car Crashes
Times	Shreveport	2/21	Child Passenger Safety
WDSU	New Orleans	2/23	Child Passenger Safety
Farmerville Gazette	Farmerville	2/27	Child Passenger Safety
Advocate	Baton Rouge	3/2	Child Passenger Safety event
Alexandria Town Talk	Alexandria	3/4	Child Passenger Safety
Ruston Daily Leader	Ruston	4/7	Poison Prevention
Alexandria Town Talk	Alexandria	4/25	Drowning
City Business	New Orleans	4/28	SAFE KIDS Week event
Daily Comet	Thibodaux	4/30	SAFE KIDS Week event
Lafourche Gazette	Larose	4/30	SAFE KIDS Week event
Lafourche Gazette	Larose	4/30	Child Passenger Safety
The Times	Shreveport	5/2	SAFE KIDS Week event
Times Picayune	New Orleans	5/5	SAFE KIDS Week event
City Business	New Orleans	5/5	SAFE KIDS Week event
Daily Advertiser	Lafayette	5/5	SAFE KIDS Week survey
Alexandria Town Talk	Alexandria	5/6	SAFE KIDS Week survey
Gambit Weekly	New Orleans	5/6	SAFE KIDS Week event
Times Picayune	New Orleans	5/9	SAFE KIDS Week event
Times Picayune	New Orleans	5/9	SAFE KIDS Week event
News Banner	Covington	6/1	Summertime safety
City Business	New Orleans	6/2	Booster Bill/CPS legislation
City Business	New Orleans	6/2	Pedestrian Safety Shelters
Ascension Citizen	Gonzales	6/3	Safety Day
American Press	Lake Charles	6/4	Hot cars
Hammond Daily Star	Hammond	6/5	CPS and home safety
Times Picayune	St. Tammany	6/8	School event
Bossier Parish Post	Bossier City	6/11	Drowning prevention

News Mirror	Mansfield	6/12	Child Passenger Safety event
St Charles Herald Guide	Boutte	6/14	Hot cars
Cajun Gazette	Pierre Port	6/18	Hot cars
American Press	Lake Charles	6/25	National conference
Hammond Daily Star	Hammond	6/27	Hot cars
West Carroll Gazette	Oak Grove	7/2	Farm safety
Chronicle	Colfax	7/3	Dehydration
Times Picayune	New Orleans	7/3	Safety event
Plaquemines Gazette	Belle Chasse	7/4	Dehydration
St Charles Herald Guide	Boutte	7/9	Summertime safety
Assumption Pioneer	Napoleonville	7/10	Summertime safety
Times Picayune	New Orleans	7/20	Summertime safety
Southwest Daily News	Sulphur	7/20	New CPS techs
St Charles Herald Guide	Boutte	7/26	Dehydration
Southwest Daily News	Sulphur	7/29	Dehydration
Pointe Coupee Banner	New Roads	7/31	Summertime safety
Saint Mary Journal	Morgan City	8/10	Drowning prevention
Southwest Daily News	Sulphur	8/12	School safety
Vinton News	Sulphur	8/14	School safety
Daily Review	Morgan City	8/21	Fire safety
Saint Mary Journal	Morgan City	8/27	Fire safety
Times Picayune	New Orleans	8/28	Court program
Saint Mary Journal	Morgan City	9/3	Fire safety
Advocate	Baton Rouge	9/7	Child Passenger Safety event
Alexandria Town Talk	Alexandria	9/12	Child Pedestrian Hit
Beauregard Daily News	DeRidder	9/16	Safety Fest
Baton Rouge Parents	Baton Rouge	10	Child Passenger Safety event
Times Picayune	New Orleans	10/8	Award
Times Picayune	New Orleans	10/12	Pedestrian safety
Lagniappe	Lake Charles	10/16	Halloween Safety
Times Picayune	New Orleans	10/27	Halloween Safety
Fox 8	New Orleans	11/3	Booster Law
ABC 26	New Orleans	11/3	Booster Law
ABC26	New Orleans	11/25	Toy safety
Fox 8	New Orleans	11/25	Toy safety
NBC 6	New Orleans	11/25	Toy safety
St. Charles Avenue	New Orleans	11	Trauma-Rama
Baton Rouge Baby	Baton Rouge	12/1	Calendar
News Banner	Covington	12/3	Public Health profile
News Star	Monroe	12/5	Fire Safety
Springhill Press & News	Spinghill	12/18	Holiday Safety
Democrat	St. Francisville	12/18	Gun Safety

St Bernard Voice	Arabi	12/19	Holiday Safety
Parish Weekly	Denham Springs	12/24	Toy Safety
Guardian Journal	Homer	12/25	Holiday Safety
Times Picayune	New Orleans	12/29	Booster Law

Copies of articles available upon request.